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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

September 14, 1945

No. 128

8-POINT DAIRY PROGRAM FOR 1946. . . . Present intentions are to launch an 8-point dairy program for 1946 very soon. Plans are to send out to the States a message from Secretary Anderson, a letter from M. L. Wilson to the Extension Directors, and a letter from Mr. Kinzer of the Dairy Industry Committee to the State Dairy Committees, together with a description of the 8-point program. Later, there will also be a flyer, mats, and possibly radio platters on the 8 points. State meetings are to be held in planning the program. Secretary Anderson's message follows:

This is the fourth year that the Department of Agriculture and the Dairy Industry Committee in cooperation with State Extension Services have presented a National 8-point Dairy Program to the Nation's dairymen. The program has been very successful because it has consistently been built around sound practices. The program for 1946 fits well into this policy. I am sure that it will be accepted by our dairy farmers.

Nutritional authorities have for many years urged more milk and dairy products in the American diet. With the end of the war and the readjustments that necessarily follow the discontinuance of war requirements for dairy products, the dairy industry emerges better prepared than ever before to provide adequate milk to meet nutritional standards. The dairy farmer can best meet the challenge of consumer needs if he produces high quality milk on an efficient basis. Farmers stand to gain by following the production methods contained in the 8-points.

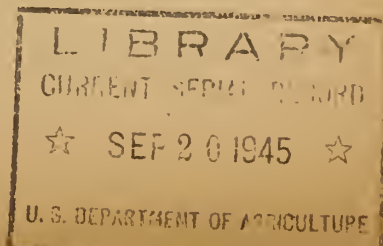
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WANTED! THREE MILLION HARVESTERS. . . . From a national viewpoint the shortage of farm labor is at its tightest point of the war years. Extension Service estimates that 3 million workers will be needed through November if the bumper 1945 crop of essential food and feed crops is to be harvested. That's the problem facing everyone interested in plenty to eat in 1946 or before. Slight increases in farm recruits because of cut-backs in industry and the return of servicemen have been offset by farm workers who left their jobs after manpower controls were relaxed! Extension Service figures just released show that 2,500 World War II veterans were placed on farms during July as compared with 1,794 in June. The total for the first seven months of 1945 is 8,927--8,209 of which were placed as hired hands.

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SECRETARY ANDERSON will speak September 20 in Decatur, Illinois, at an industry-farm meeting sponsored by the Illinois State Chamber of Commerce. He will emphasize the need for cooperation between agriculture and business and discuss full employment in relation to agricultural prosperity.

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A REVISED FACT SHEET ON POTATOES is scheduled for distribution next week through the field service branch of the Production and Marketing Administration and to the trade. A question and answer piece on the potato loan program will be attached to the fact sheet. This is being done to show increased production estimates and to include both the fall and winter crops. The idea is to encourage storage of as much of the crop as possible and the marketing of only good potatoes. Copies of this three-page piece will be available in the Office of Information.

The revised estimate of the 1945 Irish potato crop is nearly 433 million bushels--the second largest crop of potatoes on record, 14 percent more than last year's crop and 15 percent above the 10-year (1934-43) average. The "intermediate" crop is now estimated at about 33 million bu., a third larger than the crop a year ago. These potatoes will continue to come on the market for several weeks. To support prices the government has already bought nearly 5,000 cars and will have to continue buying. Full cooperation of the trade and consumers will be necessary if best use is made of all the 1945 potato crop.

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USDA RELEASES OF SPECIAL SIGNIFICANCE. . . . Grower prices on apples for processing--1697; USDA-OPA statement on end of meat rationing--1706; USDA removes all cheese controls; OPA lifts cheese rationing--1714; More labor needed for fall crop harvest--1716; Facts about FAO--1718; Brewer's hop purchases limited--1719; Subsidy rates for canned snap beans and whole tomatoes--1722.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE. . . . Livestock slaughter control removed--OPA-5892; Ceiling price for Mexican bananas--OPA-5886; Class 2 slaughterers' invoice and certification requirements modified--OPA-T-3663; 37 commodities to be removed from price control--OPA-5882; Pricing order limiting maximum of good and choice cattle a slaughterer may kill revoked Sept. 12--OPA-5894; Ceiling prices for 1945 crop shelled almonds and graded in-shell walnuts, filberts, and almonds announced--OPA-T-3691.

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ACCORDING TO CONSUMER TIME'S SHOW for September 22, your dream kitchen for tomorrow is just around the corner. With new time-saving equipment, handy gadgets, and home freezing units predicted for early appearance on the market, the housewife will be given a glimpse of what her kitchen can be like soon. The September 29 show will be about the part of the Food and Drug Administration in protecting the consumer.

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NATIONAL FARM AND HOME HOUR comes back tomorrow with MC Everett Mitchell announcing "a beautiful day in Chicago" and Secretary Anderson as speaker! The time is 1:00 p.m., EWT, on NBC, Saturdays only--for the present. On September 22, the egg and poultry outlook as it affects both the producer and the consumer will be discussed on this show.

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NATIONAL CITIZENS' ORGANIZATIONS TO DISCUSS FAO. . . . The Department is cooperating with the Interim Commission on Food and Agriculture in a series of meetings with heads of national citizens' organizations in Washington, New York, and Chicago. Tentative plans for FAO will be discussed in anticipation of the international conference to be held in Quebec, starting October 16. The first of the meetings will be held in Washington September 20 at the Interim Commission headquarters, 2841 McGill Terrace, N. W. The New York and Chicago meetings will follow shortly after, the exact dates to be announced soon. These discussions are planned as a part of the over-all educational job which the Department will do for FAO in the United States. Howard R. Tolley, Chief of BAE, is the United States representative for the Interim Commission.

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FAO FACT SHEET. . . . The United Nations Interim Commission on Food and Agriculture on September 11 released a 6-page informational bulletin on FAO for the press, radio, and other educational channels. It gives "Facts About FAO," from the time of its origin up to the importance of the first FAO conference to be held at Quebec starting October 16. Copies of this fact sheet can be obtained from the Office of Information.

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1945 CROP IN BUMPER CLASS. . . . The September 1 crop report just out predicts a bumper 1945 crop. Present prospects may even be exceeded if weather conditions are favorable through September and frosts hold off long enough to permit late crops to reach maturity. "Corn is especially vulnerable with a large acreage in a close race with killing frosts." All-time record crops forecasted for 1945 include: wheat, oats, soybeans, peanuts, tobacco, peaches, pears, pecans, and hops. Apples are on the debit side--68,260,000 bu. as compared with 124,754,000 last year. Milk production for August was 8 percent above that of the same month last year. Hens were still on all-out production in August with 33 percent more eggs than the 10-year average (1934-43).

All in all another excellent record seems in the offing for farmers this year in spite of difficult weather conditions. Here's what the President had to say about food production in his message to Congress, September 6: "One of the most magnificent production jobs in the war has been done by the farmers of the United States. . . . No other group in America labored longer or harder to meet the war demands put upon them. . . . The Government now must be prepared to carry out the Nation's responsibility to aid farmers in making their necessary readjustments from a wartime to a peacetime basis."

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . Sept. 5, the House received the President's recommendations for reductions in various appropriations including those for the emergency rubber projects, WFA salaries and expenses, territorial supplies, and lend lease; Sept. 6, both Houses received the President's reconversion message; Sept. 12, the House passed the Whittington bill to provide for financial control of government corporations. The Senate passed a bill providing for a single Surplus Property Administrator (ready for President's signature).

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RECENT USDA PUBLICATIONS. . . . List of Sires Proved in Dairy Herd Improvement Association, 1945, Misc. Pub. No. 563, 176 p.; Let's Talk About Farm Leases and How They Can Be Improved, DS-27, 8 p.; Seven Questions to Ask when You Buy or Sell Shelled Corn by Grade, AIS-32, 6 p. folder; Youth Lends a Hand, AWI-116, 8 p.; Flue-cured Tobacco Resistant to Bacterial (Granville) Wilt, Circ. No. 727, 7 p.; The Deterioration of Cotton Fabric by Certain Micro-Organisms, Circ. No. 737, 11 p.; What to do when the Veterans Return to Their Jobs in the Department of Agriculture, Admin. Series No. 4, 44 p.; Knitwear Make-overs, Misc. Pub. No. 575, 16 p.; Potato Diseases and Their Control, Farmers' Bul. No. 1881, 65 p. (slightly revised July 1945).

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A NEW PLATTER DISHED UP THIS WEEK in the Timely Farm Topics series presents plans for new farm buildings on one side, voiced by Arthur W. Turner of the Bureau of Agricultural and Industrial Chemistry. A discussion on the development of insecticides, voiced by Ernie Moore, now Coordinator of Publications and Information for ARA, is the topic of the other side of the platter.

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MOVIE DEVELOPMENTS. . . . Editing has been completed on the movies, "Farmers Face the Future," and "Freezing Fruits and Vegetables." Release dates for these timely movies can be announced soon.

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THE MOORE-DUMARS TEAM will discuss putting the garden to bed on September 22 YOUR HOME AND GARDEN SHOW. Also hear Ruth Van Deman's homemaker news at 12:30 p.m., EWT, over ABC.

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